ATTENTION SENSATION PERCEPTION

Feature-Integration Theory

Treisman (1980) started this theory with simple foundations, however the current form of the theory is complex and complicated. Three different aspects of the theory are considered.

a. Basic elements of the theory

b. Research on the theory

c. Current status of the theory

Basic Elements

1. Treisman suggests that we look at a scene, two kinds of attentional processes take place.

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2. In the beginning, all parts of the scene are processed at the same time called distributed attention (divided attention). Such attention is automatic, effortless, fast and is carried out as a parallel process.

3. The second kind is focused attention, which involves consciously driven, effortful, slow processing carried out as a serial process.

Research on Theory

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SHOUT
SHARE
IT

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Illusory Conjunctions

1. Later research showed that we make in search when two features in two objects are confused. Presented with blue N and green T, results in blue T.

2. For our auditory sense we make similar errors. Given “dax” and “kay” as nonsense syllables participants respond by the word “day”.

3. Such errors (illusory conjunctions) are cussed by object proximity or if there is distraction in attention to begin with.

4. Presence of illusory conjunctions suggests that features are processed separately and then put together later in our minds (binding problem).

5. Lack of focused attention leads to illusory conjunctions and thus form the basis of integrated perception of features or binding problem.

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Current Status of the Theory

1. Over 25 years Feature-integration theory has gone through major revisions and has become a complex theory.

2. Errors based on illusory conjunctions can be reduced with practice (Coren et al., 2004; Treisman, 1992)

3. For some tasks distributed and focused attentional processes loose distinction.

4. Theory awaits new neurophysiological insights. However serves as a strong framework to explain visual attention.

Sensation and perception are two separate processes that are very closely related. Sensation is input about the physical world obtained by our sensory receptors, and perception is the process by which the brain selects, organizes, and interprets these sensations.

senses are the physiological basis of perception. Perception of the same senses may vary from one person to another because each person's brain interprets stimuli differently based on that individual's learning, memory, emotions, and expectations.

senses- vision, hearing (audition), smell (olfaction), taste (gustation), touch (somatosensation), balance (the vestibular sense), body position and movement (proprioception and kinesthesia), pain (nociception), and temperature (thermoception).

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